

# CHABOT COLLEGE AUTOMOTIVE TECHNOLOGY DIVISION

## PROPOSAL FOR EDUCATIONAL PARTNERSHIP PROGRAM

### Mercedes-Benz Campus: MB Campus

#### Introduction

- i** Mercedes-Benz USA has expressed interest in establishing an educational partnership between Chabot Community College and their MB Campus Program

The Chabot College AUTomotive Technology discipline is pleased to present this proposal for your consideration. A partnership with a prestigious industry heavyweight will undoubtedly help our division achieve its goals for improving student satisfaction by providing high-quality factory training in addition to the existing curriculum.

MB Campus is focused on integration to existing programs; dedicated and additional classes are not required.

#### Overview

- i** The MB Campus is a College & Post-Secondary level technician training & recruiting program designed to supplement a two-year automotive degree program/curriculum. Mercedes-Benz USA requires 20+ Mercedes-Benz-specific eLearnings on general automotive principles and offers 40+ additional (not required) MB eLearning courses.

MBUSA offers asset donations (Vehicle, Xentry, Wiring Repair Consumables) and full support from participating dealerships

#### The Objective

- i**
  - To develop a partnership with a highly recognized industry representative
  - To enhance the college's presence in the community
  - To promote student enrollment
  - To enhance student exposure to manufacturer training
  - To expose students to European automobiles, systems, and training
  - To improve the student's employment opportunities
  - To provide students with access to a complete Manufacturer's Registered Technician Training Path
  - To augment Chabot's automotive program's prestige and recognition
  - To allow qualifying students access to 1-4 internships per school year per participating dealer, based on the size and capability of the dealership
  - To obtain vehicles and training materials that will enable the faculty to teach systems usually available only in high-end luxury vehicles
  - To provide the faculty with no-cost factory training that will enhance their skills and knowledge and keep them up-to-date with the latest technologies

## The Opportunity

- i**
  - The college will develop relationships with dealerships to create potential internships or employment opportunities for high-performing students. However, the school is not required to provide or administer internships; those are the responsibility of MBUSA and the specific Mercedes-Benz dealerships.
  - Mercedes-Benz dealers will develop a sustainable pipeline of technicians through relationships with educational institutions and local high-performing students, resulting in higher student retention numbers.
  - The faculty will have access to factory training and original testing equipment, enhancing their skills and knowledge and staying current with the latest technologies.
  - The students will have access to enhanced training and, therefore, employment opportunities
  - The college will enhance its reputation and presence in the community.

## The Commitment

- i** Mercedes-Benz has a well-deserved reputation for quality in both the automotive repair industry and in customer service. Chabot's automotive can benefit significantly from having a heavyweight partner in automotive technology, service, and customer care.

The program does not require Chabot College to engage in any commitment or alter its curriculum. MBUSA requires MB dealerships to intern at least one student out of the program a year as per MBUSA's terms of sponsoring a school with the MB Campus on their behalf. There is no requirement on the school for this; the requirement will only reflect on the dealership.

The program is designed to supplement the existing training our students take during their 2-year automotive AS degree. Students gain access to complete the Registered Technician Training Path (20 eLearning) in MBUSA's LogicBay LMS platform, two additional eLearning, and two instructor-led modules related to Basic and Intermediate Electrical. These two instructor-led modules are the practical experience students will receive.

Our commitment is limited to having one or two instructors oversee the MB Campus curriculum and attend the provided training sessions. In addition, MBUSA offers a virtual train-the-trainer to instructors; the training covers basic and intermediate systems.

At least one to two faculty members per school are expected to attend, and MBUSA will do its best to work around scheduling conflicts. They also record these sessions for faculty to review at a later time.

A contract between MBUSA and the school must be signed prior to colleges receiving curriculum or assets from MBUSA (cars, tools, etc.).

## Costs

**i** The program does not represent any costs to the college. MBUSA will donate a vehicle and provide all the materials and tools necessary to teach; no additional investment is required from Chabot. Furthermore, the vehicle's title is transferred to Chabot, and there is no obligation to upkeep it or return it other than Chabot's automotive program's interest in keeping in the best teaching conditions possible.

It is not expected that students break significant parts. In the past, MBUSA has heard of panels and clips being broken, but not anything else; however, dealer sponsors usually get involved and can support the college in these scenarios.

## Execution Strategy

**i** The 22 "required" courses are the MB Registered Technician Path eLearnings which provide students the opportunity to complete the training required of Technicians at Mercedes-Benz dealerships. Completing this training earns students a Mercedes-Benz Registered Technician certificate, and upon interning/working at a dealer for six months, the student is officially considered a Mercedes-Benz Registered Technician.

These 22 required courses will be integrated into the existing Chabot college ATEC courses as optional and additional homework. In addition, the instructor will have access to the MBUSA training platform to monitor the student's progress and obtain grades, which will be transferred to the Chabot's Canvas platform.

When a student completes Chabot's AS degree and the MB certification, MBUSA will grant the student credit for the manufacturer-specified new hire training, which may accelerate the student's opportunity to work in a wider variety of repairs at the dealer.

## Resources

**i** The program does not generate a need for unique resources. We do not have an estimated cost of program upkeep; however, upkeep has not been a high cost to MB Campus programs in the past, and dealer sponsors usually get involved and can provide parts and consumables if need be.

Marketing materials are provided by MBUSA and the sponsoring dealers

## Project Delimiters

Deliverable	Description
Faculty Evaluation	Faculty to evaluate the feasibility and viability of the program
Board Evaluation	Board to discuss and approve
Legal Considerations	Chabot Legal Team to review the contract

## Timeline for Execution

Step	Description
Exploration	Engage with local Mercedes-Benz dealerships to begin a partnership
Contract	Review the required contract and provide it to MBUSA
LMS Registration	Sign-Up to create an account in MBUSA's LMS (Logic Bay)
Curriculum Integration	Integrate base 22 eLearnings into automotive curriculum syllabi & provide them to MBUSA
Launch Program	Start catalog description for ATEC classes, program information, and promotion. Student sign-up code process & directions provided to start taking eLearning modules. Request and Create instructor access to MBUSA's LMS
Assets Acquired	Organize MBUSA asset donation (Vehicle, Xentry, Wiring Repair Consumables)
Train the Trainer	Instructors attend virtual Train-the-Trainer for MB Basic & Intermediate Electric

Description	Start Date	End Date	Duration
Project Start	November/Fall 2022	No end date expected	Ongoing
Milestone 1: Contract Signed	As soon as possible	NA	NA
Milestone 2: Assets Acquired	As soon as possible	NA	NA
Milestone 3: Faculty Trained	As soon as possible	NA	NA
Milestone 4: Student Sign Up	Spring or Fall, 2023	NA	NA

## EXPECTED RESULTS

- i** ➤ Increased student retention
- Increased student enrollment
- Improved school recognition
- Advancement of Chabot's Automotive Program

## Financial Benefits

- Result #1: Increased enrollment
- Result #2: Potential for reduced costs since MBUSA will provide training materials that may be used instead of ELECTUDE, currently used by the division.

## Technical Benefits

- Result #1: Factory training for faculty
- Result #2: Exposure to advanced technology and systems
- Result #3: Access to factory information systems and repair data

## Other Benefits

- i** Improved standing for the automotive program and the college in general

## CONCLUSION

- i** The MB Campus program is unique because it provides opportunities for students to graduate with a clear career path and the possibility to earn a Mercedes-Benz Technician Certificate; no other program offers such possibility.

The program promises to be of great value to the college, faculty, students, and our community in general since it will attract students from a greater area and enhance our visibility among technical colleges in the state.